



**INTERNATIONAL  
FURNISHINGS  
AND DESIGN  
ASSOCIATION**

# NETWORK

October 2005

**President**

*Lee Coggin, FIFDA  
Georgia Chapter*

**President-Elect**

*Mark Jeross  
Michigan Chapter*

**Treasurer**

*Jennifer Wagner  
Arizona Chapter*

**Treasurer-Elect**

*Sonny (Arnold) Glassner  
Baltimore Chapter*

**Immediate Past  
President**

*Constance Blair  
Michigan Chapter*

**Directors-At-Large**

*Carolyn Meek, FIFDA  
Secretary/Chapter Liaison  
New England Chapter*

*Mervyn Kaufman, FIFDA  
Public Relations  
New York Chapter*

*Jeanne Matlock  
Communications  
North Central Chapter*

*Joan Croft, FIFDA  
Membership  
Northern California Chapter*

*Barbara Holme  
Membership  
Southwest Chapter*

**Educational  
Foundation**

**Chair**

*Nancy Kloehn, FIFDA  
North Central Chapter*

**Vice-Chair**

*Wilma Hammett, FIFDA  
Carolinas Chapter*

**Advisor**

*Katie Goldfarb, FIFDA  
Washington Chapter*

## *A Message From Our International President*

I have just returned from our fabulous conference in Boston. What a great city and fall was a wonderful time to be there. I always feel energized and enthusiastic after conference. It is great to see old friends and make new ones. Conference is one of the many benefits of belonging to an International Association. And certainly for me one of the highlights of this conference was the reception and exhibit hosted by the Chinese Chapter. The creativity of the projects and the quality of the work that was represented was not to be missed.

My congratulations and thanks go to Merry Mabbett for an exceptional job done to insure such a wonderful conference. Thanks also to the New England Chapter for being such congenial hosts as well as to all who worked diligently to obtain first class speakers and panelists. Also thanks to "Louisa May Alcott" for visiting with us and filling us in on the gossip of the day. I cannot imagine that anyone has not read "Little Women". I know I am putting that on my reading list for this winter just to read it again after hearing her insights.

Fall has arrived and I know that means a very busy time for those in our industry. Fall is also a great time to join IFDA, as there is an incentive in place to get 16 months for the price of 12. Although this started in September, the value is still there. So if you have friends and colleagues who have shown an interest in joining IFDA, please encourage



them to do so this fall and take advantage of this offer.

If you are new to IFDA, I want to encourage you to get involved at your chapter level. There are many ways to network but the best is to get on a committee with your peers. It gives you a chance to show what you can do. The more involved you are, the more you will get from your Association. For those who have been active at the chapter level, we are always looking for people to get involved on the National level. It is the members who make this Association work!

Lee Coggin

### **Inside...**

Conference Highlights 2005	Page 2
Conference Pictures	Page 3
Trailblazer Grace McNamara	Page 4
Post Conference Tour	Page 4

Chapter News: New York	Page 5
Philadelphia	Page 5
North Central	Page 6
Northern California	Page 6
Texas	Page 6

# PRESERVING YESTERDAY ENVISIONING TOMORROW

## BOSTON 2005

To the 2005 Industry Forum and Conference Committee:

You were all fabulous. Conference was a professional event that would not have happened without all of you.

The city--and hotel--was a fitting place for IFDA to hold this year's conference and I was personally delighted to be back in Boston. For those of you who were not backstage, the hotel staff was wonderful and so accommodating.

To my speaker and panelist committees, a special thank you. The speakers were all first class and the topics, thought-provoking. And to the New England Chapter, thank you for all your efforts.

Producing a conference is a huge undertaking. I truly appreciated everything each of you did to make it all come together and to be a success. It was a lot of work, but when it was all over, I was so pleased with the final outcome.

Thanks again to all of you.

Sincerely,  
Merry Mabbett Dean,  
Your Conference Chair

*Merry Mabbett Dean, FIFDA  
2005 IFDA Industry Forum  
&  
Conference Chair  
Past International President,  
IFDA*



## HIGHLIGHTS OF THE 2005 INDUSTRY FORUM & CONFERENCE

After a day of association meetings on the 28th, all met that evening at the welcome reception hosted by the New England IFDA Chapter in the Press Room of the beautiful Omni Parker House Hotel.

The breakfast speaker on Thursday was Boston-based interior designer Charles Spada, one of House Beautiful magazine's "101 Favorite Designers."

Spada was followed by a panel, "Restoration or Preservation: Look at Your Projects the Way Experts Do," moderated by Ken Holmes, publisher-owner of Old House Web. Panelists include: John Buscemi, Classic Revivals; Mark Landry, President of Landmark Services; and David Short, President of Amherst Woodworking.

The day's second panel, "Historic Influences on Furniture Today," moderated by David Webster, CCO of Webster and Company, had panelists: Kerry Shrives, Senior Appraiser, Skinner, Inc.- a regular on public television's "Antiques Roadshow"; Jay Reardon, President of Hickory Chair Company; and furniture designer-manufacturer Dakota Jackson. Special guest speaker, Jan Turnquist, Executive Director of Orchard House, the Concord, Mass. home of author Louisa May Alcott, presented "A House That Speaks Volumes."

Thursday afternoon and evening was spent at Gore Place, the historic 1806 summer home of former U.S. Senator and Massachusetts Governor Christopher Gore, with a tour and reception.

Friday launched another set of panels. "Inside the Consumer's Mind: People's Choices," moderated by House & Garden magazine's Style Director, Carolyn Sollis. Panelists were: Carol Bruce, Retail Operations Manager, Historic New England;

Melissa Bastos, Manager for Market Analysis, Cotton, Inc.; and Rollie Rouse, President of HomePortfolio.com.

A second Friday panel, "Envisioning Tomorrow: Retail Trends," was moderated by Warren Shoulberg, former Editor-in-Chief, HFN. His panelists were: Ed Lent, Vice President of Creative Development for SPI Marketing; Tricia Foley, Vice President of Trend Development, Macy's Home; and Judy George, founder and CEO of Domain Home Fashions and the Conference's designated Honorary Chair.

The podium for the Friday luncheon - Green Giants in Furniture - was shared by Einar A. Eisner, Executive Vice President of South Cone Trading Co., manufacturer of high-end furniture and Amy Smith, Project Director of PaTS, South Cone's nonprofit division. PaTS's efforts aid rainforest preservation in the Peruvian Amazon and the livelihood of its indigenous people.

The Conference concluded with a gala honoring publisher Grace McNamara, IFDA Trailblazer, National Honorary Recognition Award Recipient 2005 Frances Davison, New England Chapter and other luminaries along with an art auction benefiting the IFDA Educational Foundation. The 2005 Fellows Recipients were: Sonja Ashner, FIFDA, North Central; Barbara Daher, FIFDA, Northern California; Marcia Geoghan, FIFDA, Washington; Lorriane Hanson, FIFDA, New England; Karen Nelson, FIFDA, North Central; John Petro, FIFDA, Washington; Marie Saterbak, FIFDA, North Central.

An added attraction of the conference was the attendance of 19 members of the China Chapter, who hosted a reception area showcasing their 2005 Architecture and Interior Design Exhibition.

**PICTURE HIGHLIGHTS OF THE 2005 INDUSTRY FORUM & CONFERENCE**



Conference Chair Merry Mabbett, FIFDA & Charles Spada



Panelists David Short, Mark Landry, John Buscemi & Ken



Panelists Dakota Jackson, Jay Reardon, Kerry Shrive & David Webster



Louisa May Alcott/Jan Turnquist



Einar Eisner & Amy Smith



Gore Place



Panelists Rollie Rouse, Melissa Bastos, Carol Bruce & Carolyn Sollis



Panelists Judy George, Tricia Foley, Ed Lent & Warren Shoulberg



President-Elect Mark Jeross & President Lee Coggin, FIFDA



Claire Coleman, FIFDA & Trailblazer Grace McNamara



Honorary Conference Chair Judy George



Exhibition of IFDA China Chapter Architecture and Interior Design projects



IFDA Staff Amy Eves & Lynn McCullough with IFDA Educational Foundation Chair Nancy Kloehn, FIFDA



North Central members Sheila Cole, FIFDA, Nancy Kloehn, FIFDA, Kathy Saterbak, FIFDA, Trailblazer Grace McNamara, Bonnie Flokerts, Jeanne Matlock, Karen Nelson, FIFDA



Conference Host Chapter New England IFDA Members Kathy Chrisicos, Carolyn Meek, Jacque Becker, Lou DuBois – Chapter President, Marilyn MacLeod, Lee McCloskey

**THANK YOU!**

## **GRACE McNAMARA** **IFDA 2005 TRAILBLAZER AWARD WINNER**



Grace McNamara is President and CEO of Grace McNamara Inc. (GMI), based in St. Paul, MN. McNamara founded the company in 1986 with the purchase of *Window Fashions* magazine. In 1997, she founded *FFi- Fine Furnishings International* magazine, targeting upscale interior designers and high end retailers. In March 2002, GMI launched *Loopreports*, a fresh new quarterly trend for the interior design industry. Each of these publications is the leader in its field. In addition to publishing, GMI produces educational seminars, conferences and trade shows for the window coverings industry. In 1997, McNamara launched the International Window Fashions Expo and subsequently partnered with Messe Frankfurt to co-produce the International Window Coverings Expo, the annual window covering tradeshow in the United States. In 2003, GMI purchased Messe Frankfurt's interest and is now sole producer of the Expo. In 2004, GMI successfully launched the West Coast INTERIORS EXPO.

Complementing the trade shows, McNamara developed the Window Fashions Certified Professionals Program™ in 1990, the leading education program for the window fashions industry, featuring CEU accredited seminars. This multilevel program is offered at industry trade shows and at regional conferences throughout the United States and is available on the Internet. More than 1000 individual seminars, in more than 100 locations, have been produced by the McNamara organization. McNamara also launched an ongoing education program for high end designers in 2004 by partnering *FFi* magazine with the High Point Showroom Association and the Interior Design Society to produce the annual "Event for Designers", bringing education and resource seminars to designers. *FFi* is the trade media partner of the 200 Steele Building in High Point, NC, and *FFi* works with 200 Steele to bring designer educational seminars and events during the Spring and Fall Markets. *FFi* is also asked to bring educational events to showrooms and design centers around the country, such as NeoCon/ Fine Design, June 2005.

Grace McNamara Inc. has published the following titles:

*Idea Book I* (1988)

*Idea Book II* (1991)

*Idea Book III* (1994)

*The Basic Textbook of Window Fashions* (1992)

*The Basic Textbook of Window Fashions for Design and Business* (1995)

*Drapes and More*, by Shirley Templeton (1990)

*Window Fashions Certified Professional Correspondence Course* (1997)

*The Patterns Plus Guide to Exquisite Window Creations*, by Joan Willis (1996)

McNamara has been a member of the International Furnishings and Design Association (IFDA) since 1987. She is a press member of the American Society of Interior Designers and the International Interior Design Association. In addition to presiding over Grace McNamara, Inc. and its many publishing and educational endeavors, Grace is raising four daughters. Paulina, Magdalena, Bogusia and Ania are sisters who were living in a Polish orphanage when Grace adopted them twelve years ago. McNamara graduated in 1977 from St. Mary's University in Winona, MN with B.A. degrees in Marketing and French. She speaks fluent French and Polish, which enhances and extends her effectiveness in the global market of business and design.

Among the previous winners of the prestigious Trailblazer award are Bob Timberlake, Michael Graves, Dr. Paolo Soleri, Lady Bird Johnson, Ada Louise Huxtable, Raymond Waites, Clement Conger, Philippe Starck, Trammel Crow and Agnes Bourne. Grace McNamara, the IFDA 2005 award winner, is a woman who truly exemplifies a Trailblazer.

### ***Post Conference Tour — Salem, Massachusetts***



The 2005 Post Conference Tour to the historic city of Salem began with a visit to the Peabody Essex Museum. Founded in 1799, it is the oldest continuously operating museum in America and includes 24 historic buildings and a 200 year old Chinese home which is the only example of Chinese vernacular architecture in the United States. The museum contains over 2.4 million works of art including Asian, Native American, African and Oceanic pieces, attesting to the merchant and marine history of the area.

The tour also included a visit to the Salem Witch Museum, presenting a dramatic lesson in the history of 1692, when the Salem Witch Trials began.

*A bronze statue of a 17th century Salem resident stands in the center of an intersection*

*An early flag graces buildings along the historic streets.*



## CHAPTER NEWS

### New York IFDA

#### NEW WORLD OF MATERIALS BREAKFAST INSPIRES NEXT GENERATION OF DESIGNERS



The New York Chapter of the International Furnishings and Design Association hosted a breakfast entitled "The New World of Materials" on Tuesday, Sept. 27 at 7 West 34<sup>th</sup> Street, the new Mart of Gift, Tabletop and Home. More than 100 industry influentials attended, including the entire Home Products Development Department at the Fashion Institute of Technology, industry influentials in-the-making.

The speakers are featured at right, *from left to right*, Chris Kincade, CEO and Creative Director of *Elements of Living*, award-winning designer Suzanne Tick; Matilda McQuaid, Exhibitions Curator and Head of the Textiles Department at the Smithsonian's Cooper-Hewitt, National Design Museum; and event moderator Hermine Mariaux of the marketing and licensing firm Hermine Mariaux Inc. and Chair for IFDA Special Events, which organized the event. Said Mariaux when introducing the panel, "The natural textiles vocabulary has already been enriched with the addition of corn, bamboo, jute and beech, and now, technology is dramatically changing the materials which surround us, enhancing the functionality and bringing unexpected beauty."



### Philadelphia IFDA

As the Philadelphia chapter rounds out the year, we continue to evaluate the results of what we've done in 2005. What hit? What missed? How can we improve? We tried to steer our chapter towards our goals of retaining our valued members, inviting new memberships, encouraging new sponsorship, connecting with one another "face to face" and keeping IFDA visible. Are we having fun yet? You bet! It's been an exciting year and there's more to come.

The biggest program improvement realized was our Vendor Showcase. Held in the fall prior to High Point Market, working in conjunction with other events, increasing the invitation list, and changing the times all contributed to the success. Add to the equation the "16 for 12" membership dues promotion, we've already experienced new growth. This was a most exciting event thanks to Susan Kirsch and her committee. The Marketplace was uncharacteristically hopping. There was a buzz in the air and the IFDA name was spreading to new ears. YIPPEE!

#### Yet to Come:

\* The annual "Student Round Table" is planned for November 9<sup>th</sup> immediately following a Wednesday "Speaker" Tea at the Marketplace. Students from three local design schools have been invited. A panel of designers, artists and vendors will explain how they chose their field; what makes their choices work. It ends with a question and answer session.

\* Our 2006 Board of Directors will join The 2005 Board for the Nov. Transition Meeting and together we will plan for another exciting year.

\* December 6<sup>th</sup> is the date set aside for our annual Holiday Party. The 2005 Unsung Hero will be unveiled, the new Board of Directors will be introduced, the next phase of improving the Chester County Domestic Violence Center (our community outreach program) will be announced, and we will again have the opportunity to network, connect and learn. Our gathering will be in Cherry Hill, NJ at HiFi Sales brand new showroom.



*Martha & Hope of Perennial Pleasures  
at the Vendor Showcase*

---

## ***North Central IFDA***

The inaugural "Art Crawl" fundraiser was successful for our chapter on many levels. This event, which included stops at creative and inspiring businesses in the Lyn-Lake neighborhood of south Minneapolis, attracted more than one hundred fifty IFDA members, spouses, colleagues, and clients.

Sponsoring sites offered a behind-the-scenes glimpse at the art of making fine jewelry and custom stained glass. The men were especially drawn to the restorer of beautiful classic automobiles. Several art galleries showcased original art and custom framing options and an interior photographer displayed stunning examples of his work. Sponsors graciously hosted attendees with a variety of beverages and appetizers and were on hand to answer questions.

After the "Crawl" portion of the evening, everyone was encouraged to head back to the 2800 Building to party and enjoy live music, food and refreshments. Dancing, a variety of sweet and savory foods (many from a neighborhood restaurant), and a fabulous array of Romanian wines and sparkling waters made for a perfect setting to catch up with old contacts and make new ones. The wines and waters were generously donated by Aroma Wines, a local wine distributor.

Preliminary plans are to duplicate this event annually in different neighborhoods around the Twin Cities. It proved to be a very beneficial event for all concerned; exposure to potential new customers for the sponsors, new resources for the designers, and a fundraising opportunity for our IFDA Chapter. We are grateful to Mary Kinney and the Financial Resources committee for creating this concept, and for a very well-planned and successful event!

---

## ***Northern California IFDA***

### **Events:**

August 23rd

IFDA Networking Breakfast at Marie Calendars. John Truscott from the Board of Equalization was our speaker. He spoke on sales and use tax laws. Everything you ever wanted to know. Followed by a Q&A Session. It was a good way to start the day - Good food! Good people! Good information!

September 14th

IFDA Board and General Membership Meeting. This meeting was hosted by "Standards of Excellence". They went all out, giving us a delightful evening with a cooking demonstration of refreshments. They gave out gift packets for everyone to take home.

October 18th

IFDA "New Members Welcome". This meeting was held in the Kessler Showroom, San Fran Mart. The speaker was Ann Lowry, Department Head of Design at Modesto City College. Her presentation was on resources she developed of Period Furniture using our IFDA "Carolyn Thomas Grant". Each new member received a small gift.

**Coming November 1<sup>st</sup> & 4<sup>th</sup>**

San Francisco Mart Sample Sale with IFDA participation.

---

## ***Texas IFDA***

The Texas Chapter had a wonderful program in September on the "Exhibition of the Don Quixote Tapestries" at the Meadows Museum on the SMU campus. The docent was a former Dallas physician, and he did a great job of sharing with us the rich history behind these amazing tapestries. It is a marvel how they could set up the looms and work the colors to create the shadow effects of the fabrics, and the rich folds of the textiles. The element of time it took must have been incredible.

The conference in Boston at the end of September was a great addition to the year. The highlight for us, of course, was the presentation of the Elizabeth Brown Educational Grant of \$1000.00 which will be awarded to a university or institution to be used for educational materials, books or computer resources to benefit that school's Interior Design curriculum.

We are very busy working on our Silent Auction, which will be held at Bank's Fine Art on Dragon Street in Dallas on the evening of Thursday, October 27th. Vendors, showrooms and local merchants are all encouraged to participate with items for the event. We will be benefiting DIFFA, The Elizabeth Brown Educational Grant, and the IFDA Texas Chapter.

Following our tradition for many years, our Christmas Party has been scheduled for Thursday night December 8th at the home of Elizabeth Brown.



*Texas Chapter President  
Cheryl Beenken presenting  
the Elizabeth Brown  
Educational Grant check*